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1. Some common objective or cool

- A goal that comprises of a collective effort to combine differing individual goals together.

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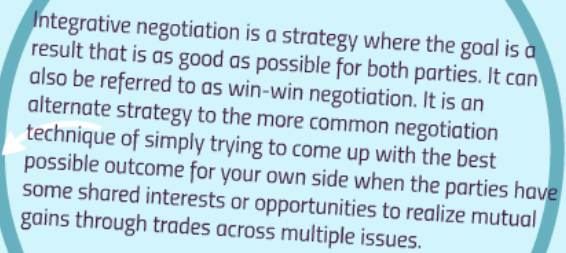
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Why Integrative Negotiation is Difficult to Achieve

- ## Chapter 4: Integrative Negotiation

The Thoughtful Leader: A Model of Integrative Leadership

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Integrative negotiation is a strategy where the goal is a result that is as good as possible for both parties. It can also be referred to as win-win negotiation. It is an alternate strategy to the more common negotiation technique of simply trying to come up with the best possible outcome for your own side when the parties have some shared interests or opportunities to realize mutual gains through trades across multiple issues.

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Overview Of the Integrative Negotiation Process

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- create a free flow of information
- Attempt to understand the other negotiator's real needs and objectives
- Emphasize the commonalties between the parties and minimize the difference
- Search for solution that meet the goals and objectives of both sides

Key Steps in the Integrative Negotiation Process

1. Identify and define the problem

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- Define the problem in a way that is mutually acceptable to both sides
- State the problem with an eye toward practicality and comprehensiveness
- State the problem as a goal and identify the obstacles
- Depersonalize the problem
- Separate the problem definition from the search for solution

2. Identify Interests and Needs

Observation on Interest

- 1 There are five principles of Interest-Based Negotiation.
1. Separate the people and the problem
 2. Focus on interest
 3. Create options for mutual gain
 4. Know your alternative (BATNA)
 5. Determine objective criteria

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'Interests' are the main focus of integrative negotiators which is sometimes called interest-based bargaining for this reason. When you negotiate this way, you identify your own interests and the interests of the other party, and then try to create solutions that can satisfy all of them. Since we negotiate to satisfy our needs, and interests are needs that usually filled so it makes sense to focus on these rather than positions.

3. Generate Alternative Solution

4 Key Strategies for Reaching Integrative Negotiation

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1. Expand the Pie - Effective for negotiations that experience shortages in resources that fails to meet both parties objectives or interest, assumes that the enlargement of resources will solve the problem.
2. Logrolling - Effective for negotiation that have more than one conflicting issues that are of different priorities

3. Cut the Cost for Compliance – This involves the achieving of one's objective by minimizing the cost incurred by the agreeing party.

4. Brainstorming - Trying to generate a list of options that you can then choose from, or modify to produce even better options. You can do this with your colleagues and then share them with the other party as part of your brainstorming effort, or you can brainstorm with the other party. Either way, having an open mind, and a creative one, enhances brainstorming efforts.

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4. Evaluate and Select Alternatives

This stage is to evaluate the alternatives generated during the previous phase and to select the best ones to implement. When the challenge is a reasonable, simple one, the evaluation and selection steps may be effectively combined into a single step. Process, though we suggest a close adherence to a series of distinct steps: definitions and standards, alternative, evaluating and selection. The following guidelines should be used in evaluating options and reaching a consensus.

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- Narrow the range of solution options
- Evaluate solution on the basis of quality, and acceptability
- Agree to the criteria in advance of evaluating options
- Be willing to justify personal preferences
- Be alert to the influence of intangibles in selecting options
- Use subgroups to evaluate complex options
- Take time out to cool off
- Explore different ways to logroll